Patti (h) 381-8959

Date: March 2, 1989

From: Keith Jordan, Whole Earth

To: Patti Flynn, George Lithograph

Re: Final GBN Quote (I hope)

Here are the changes, as I understand them, on the GBN Scenario Book Job. I have noted (same) where the specs are as defined in your main estimate of 1/13/89 (Quote # 1-41) and your film work estimate of 1/30/89 (Quote # 1022).

Quantity: 500

Final Size: 8-1/2 x 11 inches (same)

Pages/Sheets: A: 2 sheets 1 side (same)
B: 40 sh 2s (same)
C: 8 sh 1s

Art/Composition: A: Client to provide camera ready line copy for cover suitable for photo offset reproduction. Copy may include bleeds, screens, reverses, solids, knockouts, heavy coverage and close registration. (same)
B: > Client to provide Macintosh disk(s) created from PageMaker and Adobe Illustrator and laser copy of manuscript.
> Base art and non-chart PMS separations will be in Pagemaker; 33 charts will be in Adobe Illustrator on 20 ??? output pages (all 2 PMS plus black), and will need to be run out as separate negatives and stripped into the separated PageMaker negativies.
C: All 8 pages will be produced from 2 PMS + black Adobe Illustrator files.

OK

Proof: Color key only needed on graph pgs. - by sig? (need pag. key)

Paper: A: 12 pt. C1S King James (same)
B & C: 100# Sequoia matte text

Ink: A: 2 PMS + black + overall gloss varnish
B: 32 pp 2 PMS + black; 12 pp 1 PMS + black; 36 pp black only
C: all 8 2 PMS + black

Wire-O Colors: black avail

Bindery: Collate cover & text, white Wire-O bind, collate C into sets, shrinkwrap each w/ chipboard (same)

Trim to 8 x 11 ½

Rule Out on Composite

Packaging: Cartons (same)

FOB: 1 shipment, 1 destination: Emeryville

- Cross-overs
- Pagination Sheet